Metrocar Funnel Analysis

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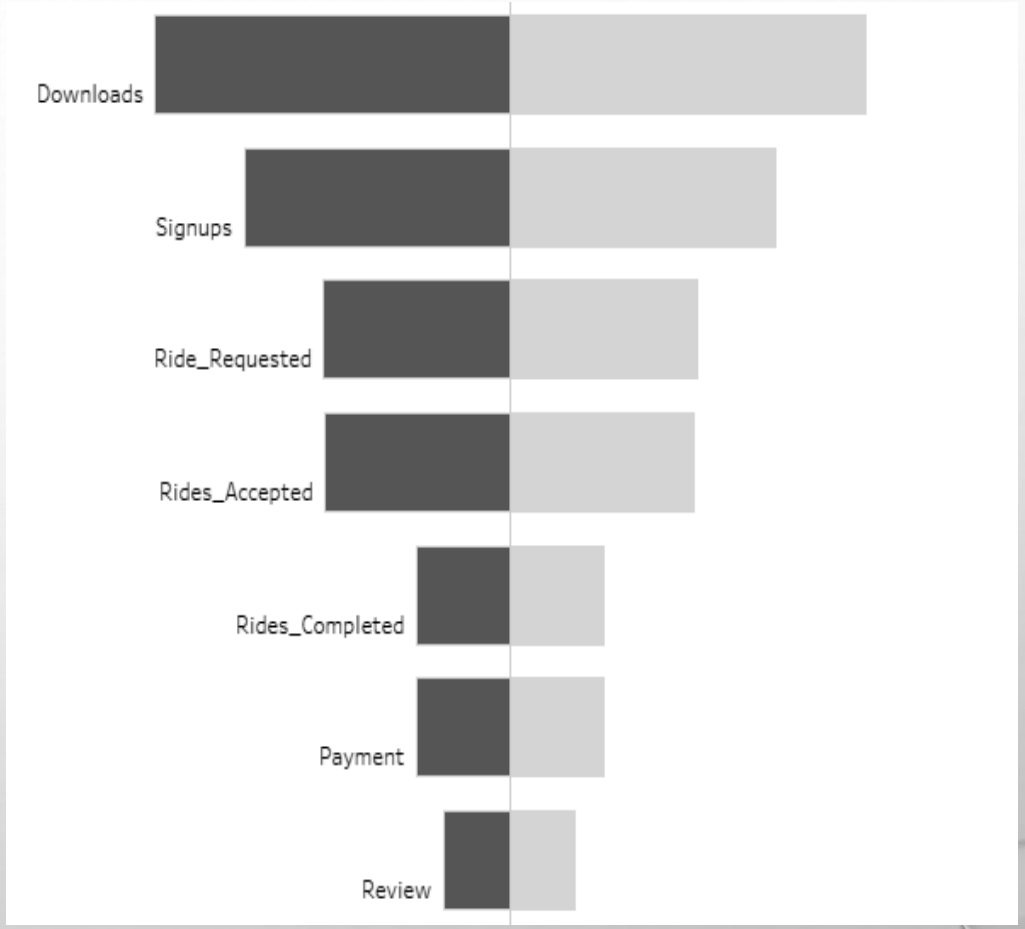
Introduction

Metrocar is a ride-sharing platform that operates as a user-friendly intermediary connecting riders and drivers through its mobile application. Its customer funnel includes the following stages:

1. App Download: A user downloads the app.
2. Signup: The user creates an account in the app
3. Request Ride: The user requests a ride.
4. Ride Acceptance: A nearby driver receives the ride request and accepts the ride.
5. Ride Completed: The driver arrives at the pickup location, and the user gets to ride to their destination.
6. Payment: After the ride, the user is charged automatically through the app.
7. Review: The user is prompted to rate their driver and leave a review of their ride experience.



Objective

- Optimize metrocar's funnel performance, enhance user satisfaction, and strengthen market position through detailed analysis and actionable recommendations for improved user engagement and revenue growth.

Key Metrics

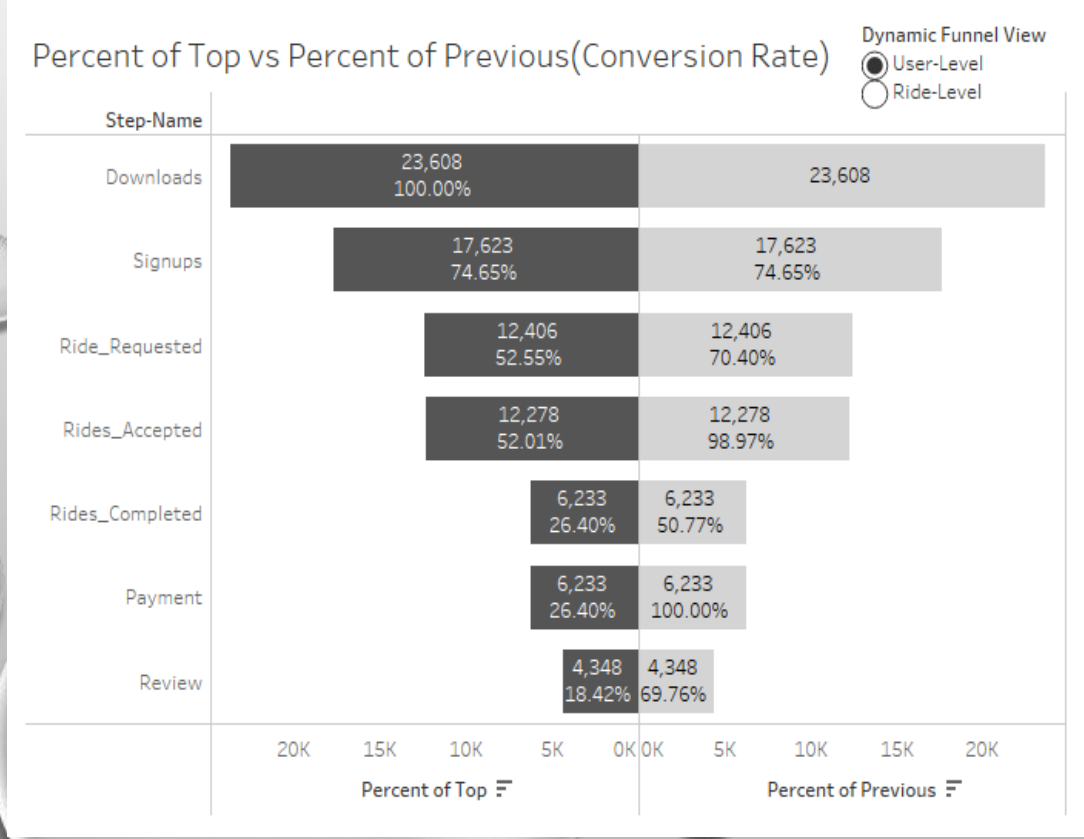
- Download-to-signup conversion rates
- Ride request acceptance rates
- Completed ride rates
- Payment processing efficiency
- User review submissions.

Business Questions

- What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?
- Metrocar currently supports 3 different platforms: IOS, android, and web. To recommend where to focus our marketing budget for the upcoming year, what insights can we make based on the platform?
- What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?
- Surge pricing is the practice of increasing the price of goods or services when there is the greatest demand for them. If we want to adopt a price-surging strategy, what does the distribution of ride requests look like throughout the day?
- What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?

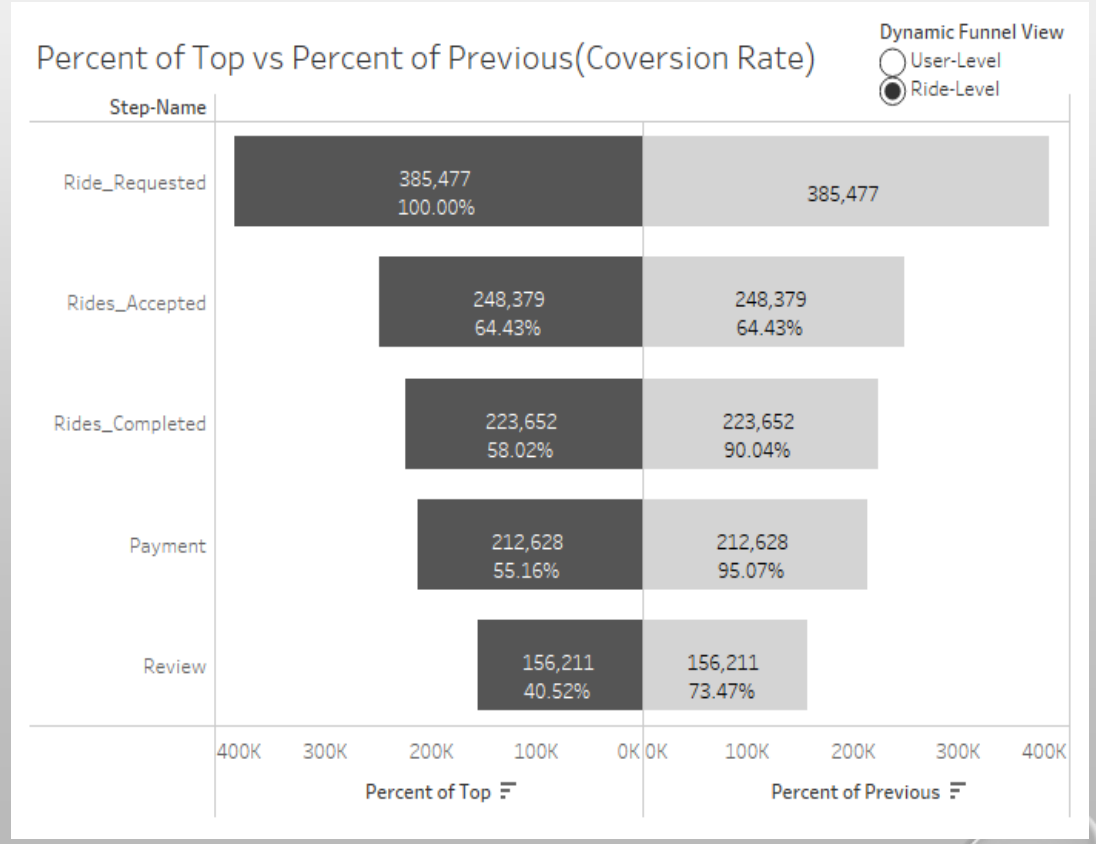
User Level

I recommend addressing the drop in the user funnel between the stage of ride accepted and completed with a drop of almost 50%, with only 6,233 user ride completed over 12,278 user ride accepted.



Ride Level

I recommend addressing the drop in the ride funnel between the stage of ride request to ride accept stage with a drop of almost 35%, with only 248,379 rides accepted over 385,477 ride requested.



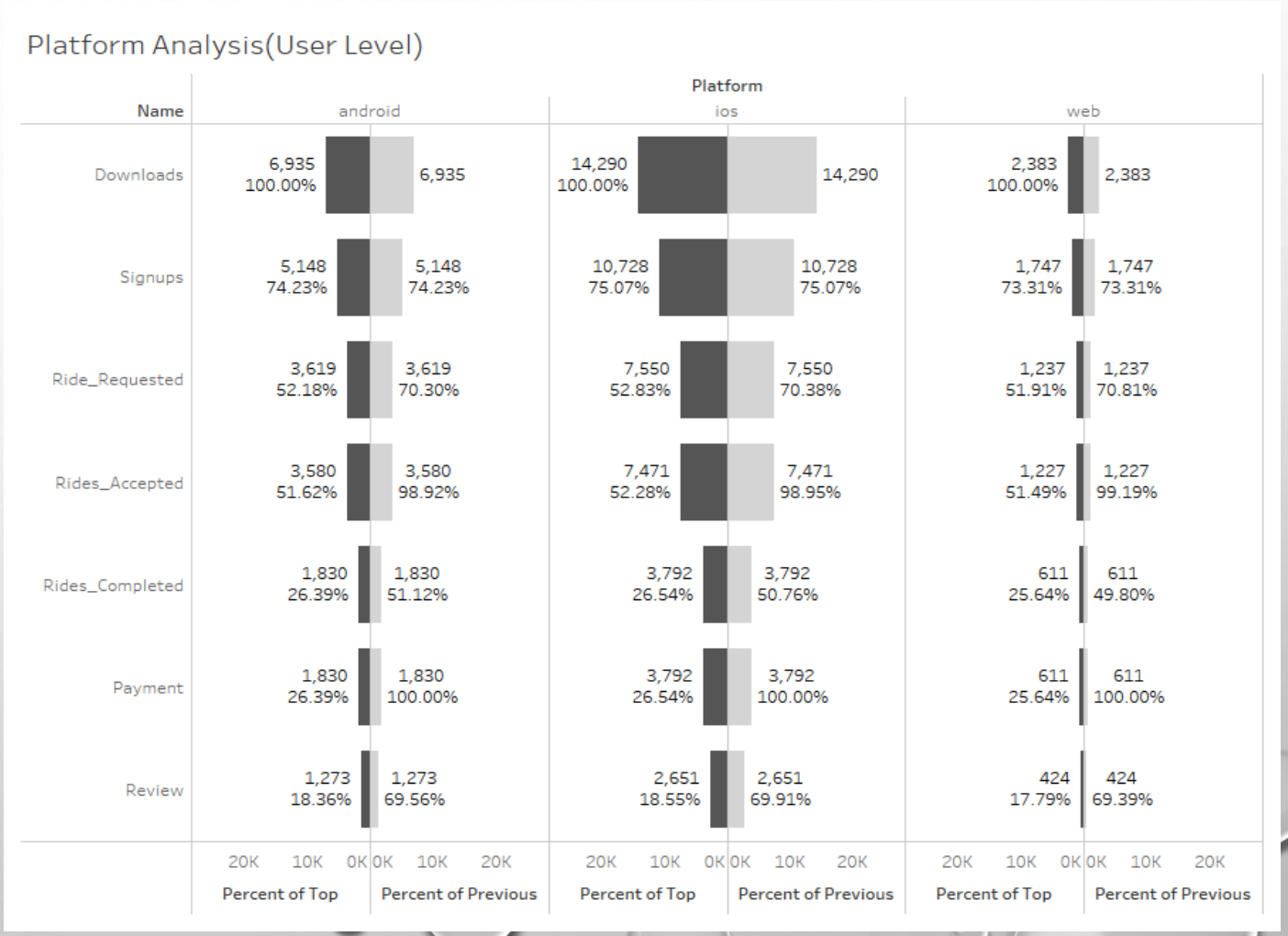
Platform Analysis(User Level)

Observation:

- ❑ iOS is the best-performing platform, contributing 60.5% (14,290 users out of 23,608 users).
- ❑ The web channel underperforms, contributing only 10.0% (2,383 users out of 23,608 users).

Recommendation:

- ❑ Allocate the budget primarily to iOS to capitalize on its strong performance.
- ❑ Reduce the budget for the web channel due to its lower contribution.
- ❑ Consider reallocating the reduced web channel budget to Android, given its broader global user base (around 70%).



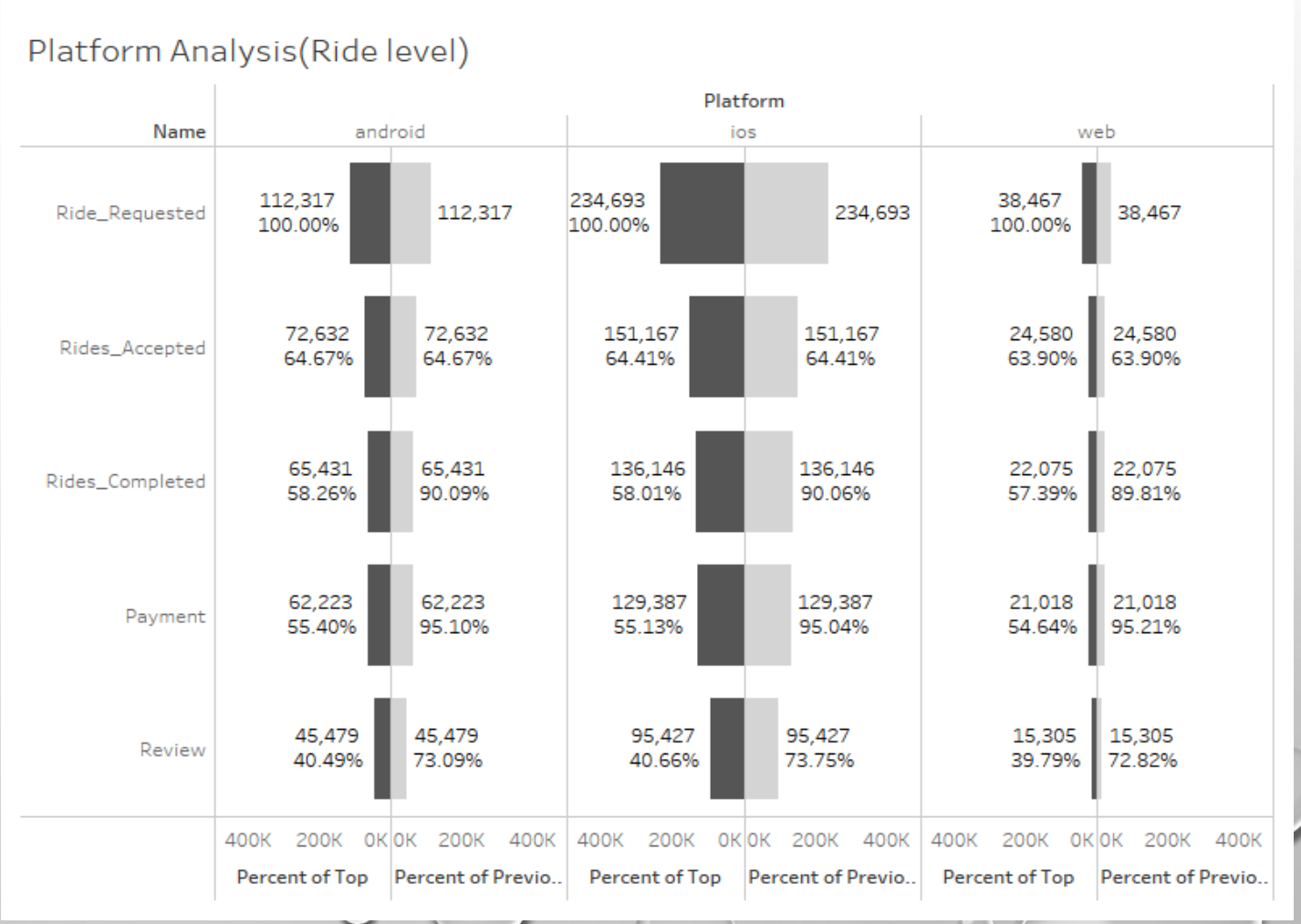
Platform Analysis(Ride Level)

Observation:

- ❑ iOS is the best-performing platform, contributing 60.9% (234,693 rides out of 385,477 rides).
- ❑ The web channel underperforms, contributing only 10.0% (38,647 rides out of 385,477 rides).

Recommendation:

- ❑ The web channel budget should be reduced as it not only underperforms but also the app provides a more user-friendly service experience.
- ❑ Allocate 55% of the marketing budget to iOS, 40% to Android to leverage its potential, and the remaining 5% to the web.



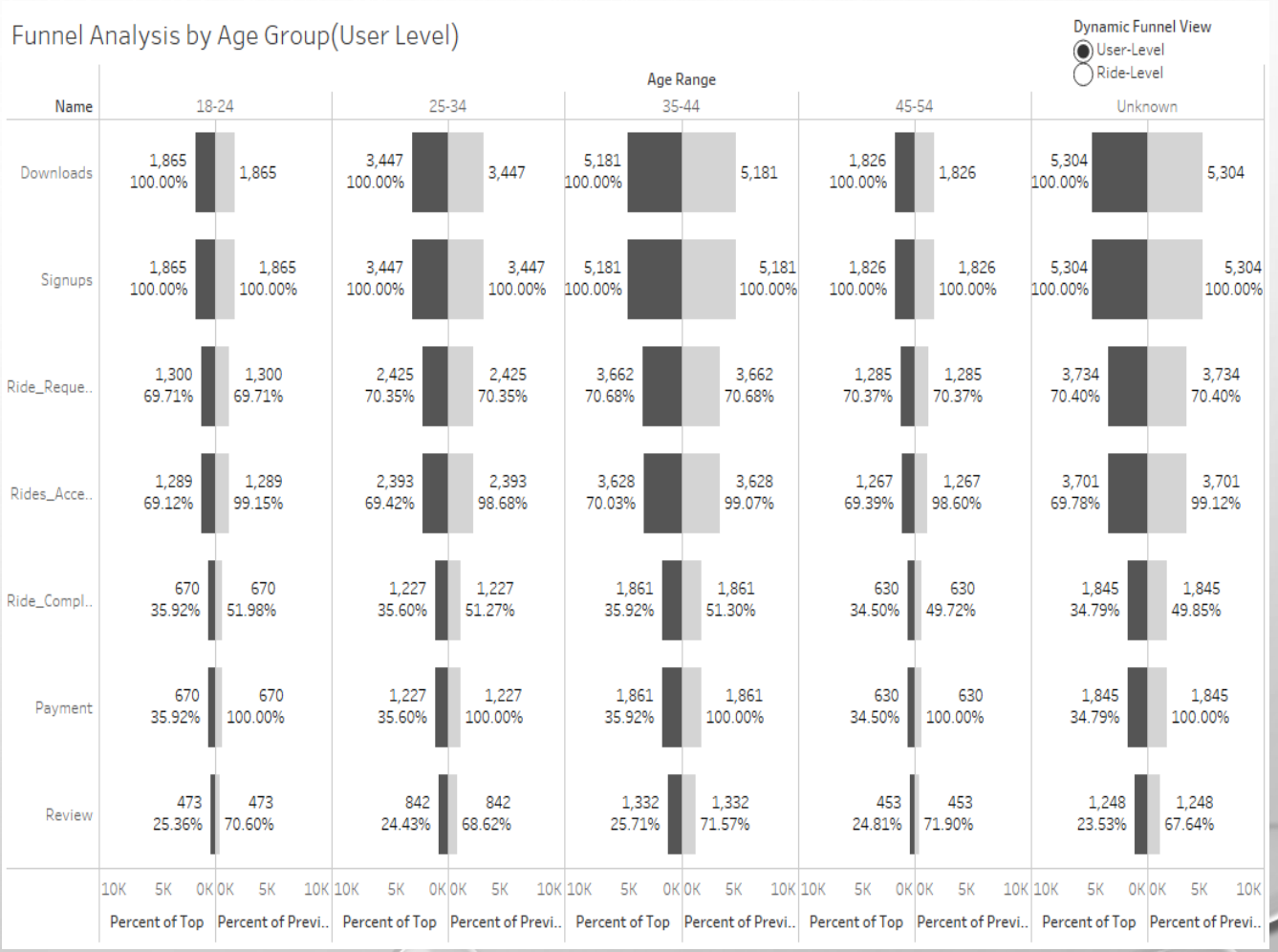
Age Group Analysis(User Level)

Observation:

- ❑ The age group between 35 and 44 exhibits strong performance with approximately 5,200 users.
- ❑ It's crucial to consider the 'unknown' category, where 5,300 users did not share their age, impacting the real age group distribution.

Recommendations:

- ❑ Unknown: Implement a mandatory age input requirement during app download for comprehensive data collection and analysis across user groups, including the Unknown category.
- ❑ Focus marketing efforts on the 25-34 and 35-44 age groups due to their strong performance.



This chart exclude 'Null' Age group for clarity

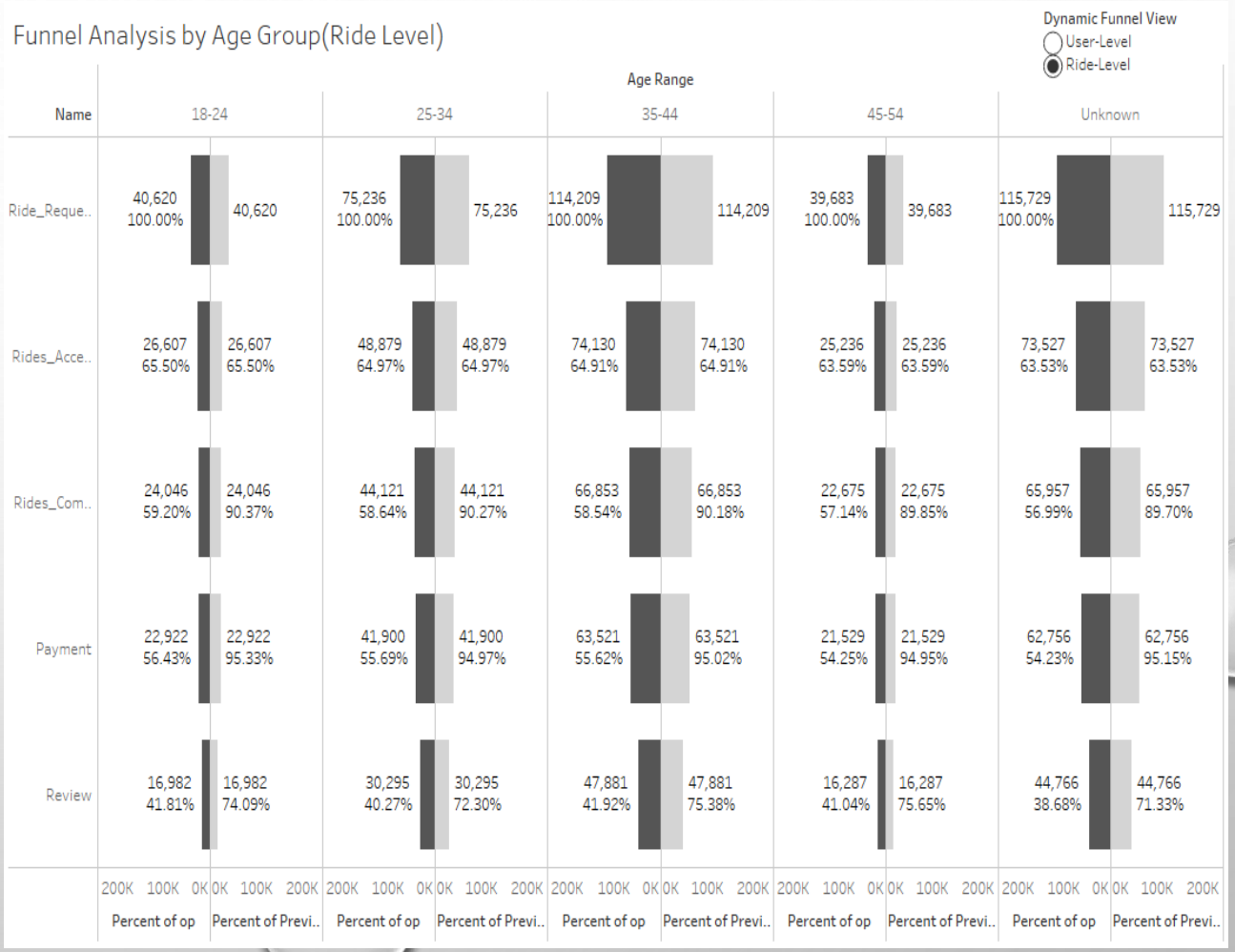
Age Group Analysis(Ride Level)

Observation:

- ❑ The age group between 35 and 44 demonstrates robust performance, contributing to approximately 114,209 rides.
- ❑ 115,729 users in the 'unknown' category impact the real age group distribution, showing the lowest conversion rate despite the highest number of rides.

Recommendation:

- ❑ Focus marketing efforts on the 25-34 and 35-44 age groups due to their significant presence and potential receptiveness.
- ❑ Market research indicates 45% of users aged 18-29 and 36% aged 30-49 use ride-sharing. Implement a multi-user ride-share for users aged 25-44 to reduce cancellations and enhance satisfaction.



This chart exclude 'Null' Age group for clarity

Time Distribution Analysis

Observation:

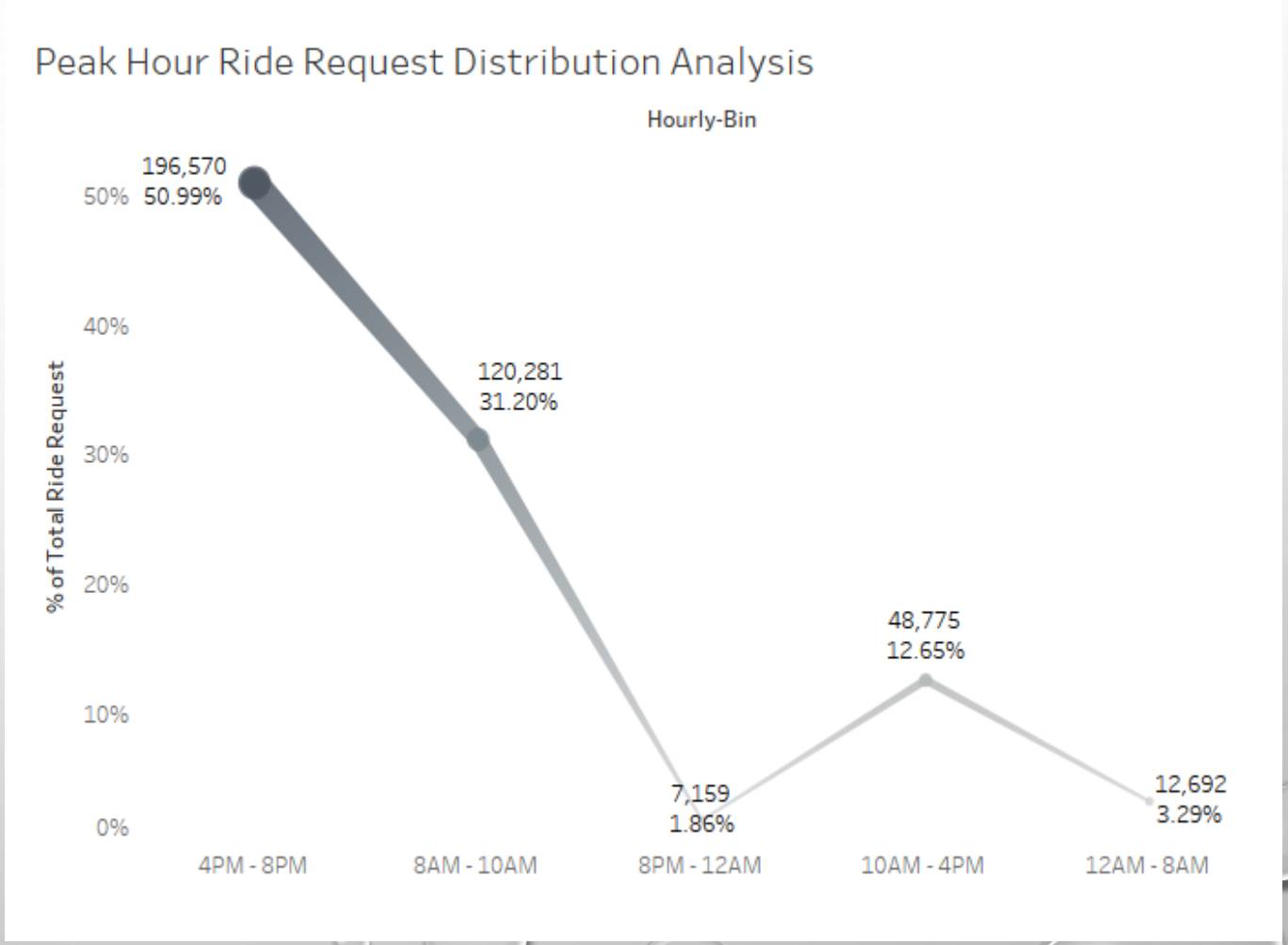
- ❑ Two peak demand periods: 8 am to 10 am (51.0% of rides) and 4 pm to 8 pm (31.2% of rides) .

- ❑ Surge pricing encourages more drivers during high-demand hours, balancing supply and demand.

Recommendation:

- ❑ Leverage surge pricing during 4 pm to 8 pm and 8 am to 10 am to boost revenue.

- ❑ Ensure an adequate supply of drivers during high-demand hours for seamless service.



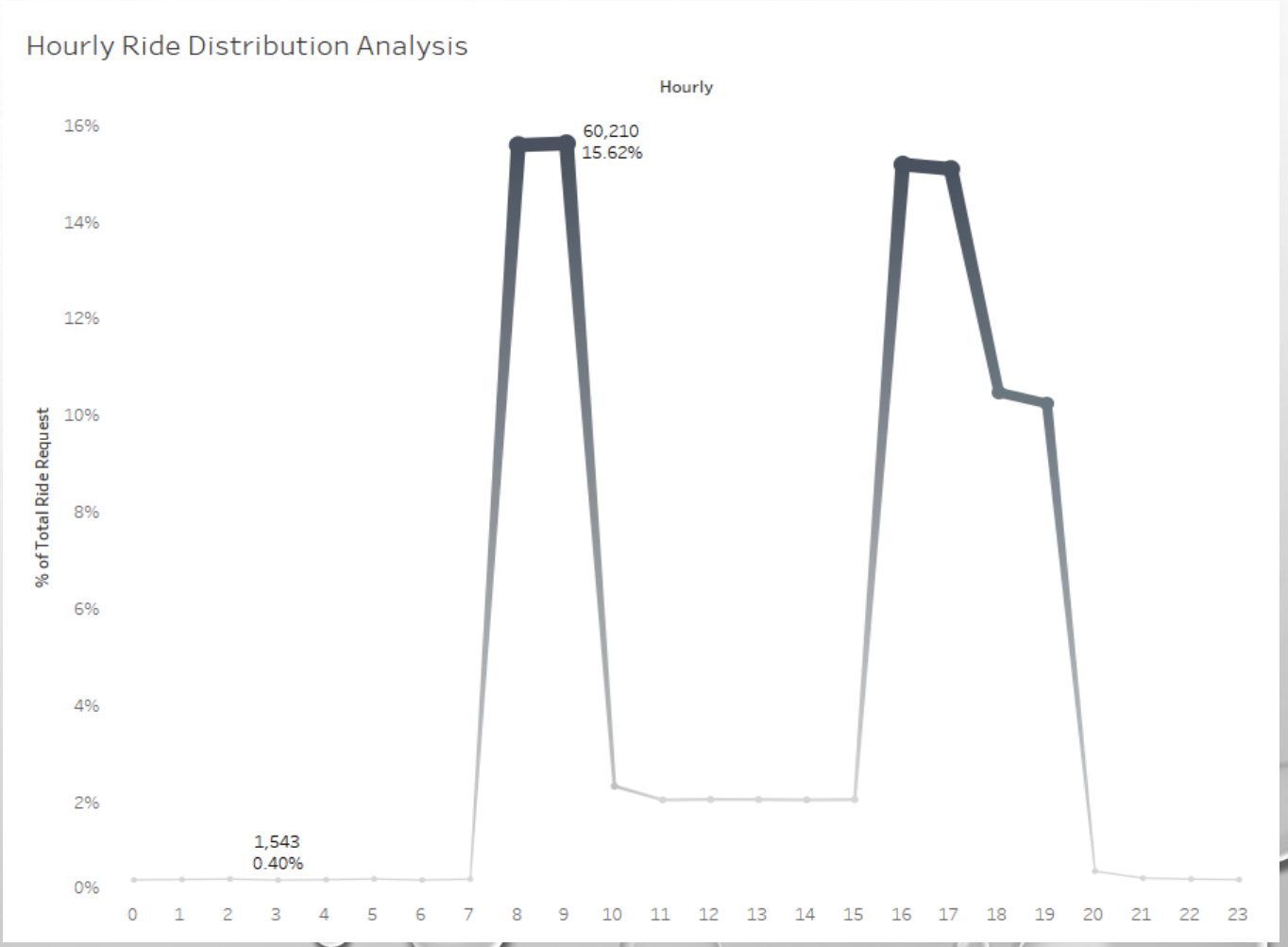
Hourly Analysis

Observation:

- ❑ Peak demand during 8 am and 9 am (15.6% each of rides).
- ❑ Prioritizing driver availability during peak hours is essential for optimal service.

Recommendation:

- ❑ Implement incentives to attract more drivers during peak hours at 8 am and 9 am.
- ❑ Optimize driver deployment strategies to ensure maximum coverage during high-demand periods.
- ❑ Reduce wait times for users by enhancing driver availability during these peak hours.



Recommendation

User Level:

- ❑ Personalize the signup process to encourage user engagement and improve the conversion rate between app downloads and signups for enhanced user acquisition.

- ❑ Enhance user communication and interface to foster better engagement and improve the ride completion rate for users of all age groups.

- ❑ Implement a mandatory age input requirement during the app download process to facilitate comprehensive data collection, enabling more effective and personalized marketing strategies.

Ride Level:

- ❑ Implement measures to streamline the ride acceptance process and minimize drop-off rates, ensuring a seamless ride experience for users across all age groups.

- ❑ Optimize driver availability during peak demand hours (8 am-10 am) to meet user needs effectively and enhance overall service satisfaction.

- ❑ Strategically introduce surge pricing during peak demand periods (4 pm-8 pm) to capitalize on heightened demand and maximize revenue generation.

Thank You